

LEO BURNETT U.S.A.

a subsidiary of LEO BURNETT CREATIVE, INC.

Ad No. TT-316—"RED SHIRT LARIAT"—Reg. No. 72411-1 Page—B&W—(5½ x 4½ inches)—Trade Magazine, 1981

(A)

Printed in U.S.A.

Marlboro



Year after year, Philip Morris
outgrows the rest of the industry combined.

**PHILIP
MORRIS**



2061192009